

ABSTRACT

The invention relates to a method of presenting a commercial in a time slot to a viewer. The method includes providing one or more commercials to a receiver operatively coupled with a display device, with commercial having an associated agent. The agent is configured to place a bid for the time slot on behalf of the associated commercial. The bid includes a reward component to be granted to the viewer if the associated commercial is selected. Further, a profile database is maintained to store data related to local viewer preferences, which may include preference data, including the units preferred by the viewer for the reward component of the bid. At least one commercial may access the local viewer preference related data in the profile database and the agent may use the accessed local viewer preference related data to determine the bid to be placed for the time slot. The time slot is then auctioned to the one or more commercials provided to the receiver and the commercial having the agent which placed the winning bid is selected to be displayed on the display device during the time slot. The viewer is then rewarded with the reward component of the winning bid, and this information is stored in a vault.